

The embodiments of the invention in which an exclusive property or privilege is claimed are defined as follows:

1. A method for offering a discount on a purchase comprising:
offering one or more items for sale via an Internet server accessible by a customer
5 via a remote client;
receiving from the customer an indication to purchase a first item being offered
for sale; and
offering a discount for the purchase of a second item.
2. The method of Claim 1, the method further comprising:
10 adjusting the discount based upon a magnitude of the first item price.
3. The method of Claim 1, the method further comprising:
receiving from a customer a selection of a second item being offered for sale, the
selection designating a second item identity; and
supplying a second item price based upon the second item identity.
- 15 4. The method of Claim 3, the method further comprising:
adjusting the discount based upon a magnitude of the second item price.
5. The method of Claim 3, the method further comprising:
receiving from a customer a buy request; and
compiling an order in response to the buy request, based upon the selection of the
20 first and the second items.
6. The method of Claim 5, the method further comprising:
applying the discount to the order.



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7. The method of Claim 6, the method further comprising:
presenting the order as compiled to the customer; and
receiving a buy confirmation from the customer
8. The method of Claim 5, the method further comprising:
5 submitting the order for fulfillment to complete a purchase of the first and second
items in accordance with the order.
9. A server system for generating an order including effecting a discount on a
purchase of a second item, the server system comprising:
a first component being configured to receive an order via an Internet to purchase
10 a first item at a first item price; and
a second component being configured to offer a discount for a purchase of the
second item.
10. The server system of Claim 9, the server system further comprising:
a third component being configured to adjust the discount based upon a
15 magnitude of the first item price.
11. The server system of Claim 9, the first component being further configured to:
receive from a customer a selection of a second item being offered for sale, the
order designating a second item identity; and
supply a second item price based upon the second item identity.
- 20 12. The server system of Claim 11, the third component being further configured to:
adjust the discount based upon a magnitude of the second item price.
13. The server system of Claim 11, the first component being further configured to:
receive from a customer a buy request; and



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compile an order in response to the buy request, based upon the selection of the first and the second items.

14. The server system of Claim 13, the third component being further configured to:
apply the discount to the order.

5 15. The server system of Claim 14, the first component being further configured to:
present the order as compiled to the customer; and
receive a buy confirmation from the customer

16. The server system of Claim 14, the server system being further including:
a fourth component configured to submit the order for fulfillment to complete a
10 purchase of the first and second items in accordance with the order.

17. A computer-readable medium containing instructions for causing a computer system of a customer to discount the price for a purchase of a second item being offered for sale by a vendor, the instructions comprising:

15 means for receiving from the customer a request to purchase the first item being
offered for sale;

means for calculating a discount on the purchase of the second item being offered
for sale;

means for receiving from the customer a request to purchase the second item
being offered for sale;

20 means for receiving from the customer a confirmation of the proposed order to
purchase the first and the second items being offered for sale; and

means for submitting the order for fulfillment to complete a purchase of the first
and second items in accordance with the order.



18. The computer-readable medium containing instructions of to a computer of Claim 17, wherein the means for receiving from the customer a request to purchase the first item being offered for sale include means for displaying information relating to a first item being offered for sale to the customer.

5 19. The computer-readable medium containing instructions of to a computer of Claim 17, wherein the means for calculating a discount on the purchase of the second item being offered for sale are dependent upon an identity of the first item being offered for sale to the customer.

20. The computer-readable medium containing instructions of to a computer of Claim 10 19, wherein the means for calculating a discount on the purchase of the second item being offered for sale are dependent upon a first item price.

21. The computer-readable medium containing instructions of to a computer of Claim 17, wherein the means for calculating a discount on the purchase of the second item being offered for sale are dependent upon an identity of the second item being offered for sale to 15 the customer.

22. The computer-readable medium containing instructions of to a computer of Claim 19, wherein the means for calculating a discount on the purchase of the second item being offered for sale are dependent upon a second item price.

23. The computer-readable medium containing instructions of to a computer of Claim 20 17, wherein the means for receiving from the customer a request to purchase the second item being offered for sale include means for displaying information relating to a second item being offered for sale to the customer.



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24. The computer-readable medium containing instructions of to a computer of Claim
17, wherein the means for receiving from the customer a confirmation of the proposed order
to purchase the first and the second items being offered for sale; include means for displaying
the information including the purchase price of the first and the second items being offered
5 for sale and the discount.



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